

### *Amendments to the Claims*

The listing of claims will replace all prior versions, and listings of claims in the application.

1. (currently amended) A computer implemented method for placing advertisements with interactive content on devices, comprising the steps of:

(1) displaying an advertisement with interactive content on a device;  
[[and]]

(2) pre-populating at least one field of the advertisement with address location information relating to the user of the device; and

\_\_\_\_\_ (3) conditionally forwarding the at least one pre-populated field to an entity associated with the advertisement to provide information regarding the user to the entity.

2. (currently amended) The method of claim 1, wherein step (3) comprises ~~further comprising the steps of:~~

forwarding the at least one pre-populated field to an advertiser of the selected advertisement in an email.

3. (currently amended) The method of claim [[2]] 1, wherein a fee is paid by the advertiser for each pre-populated address field forwarded to the advertiser.

4. (currently amended) The method of claim 1, further comprising ~~the steps~~ of:

(4) caching the at least one pre-populated field on the device; [[and]]

wherein step (3) comprises:

forwarding the at least one pre-populated field to an advertiser of the selected advertisement during a subsequent sync of the device.

5. (Original) The method of claim 4, wherein a fee is paid by the advertiser for each pre-populated address field forwarded to the advertiser.

6. (Original) The method of claim 1, wherein step (2) comprises the step of pre-populating at least one field of the advertisement with a user's address location information comprising one or more of the user's electronic mail (email) address, residential address, and business address.

7. (Original) The method of claim 1, wherein a base fee is paid by an advertiser for having the advertiser's advertisement displayed on the device.

8. (currently amended) The method of claim 1, wherein the advertisement displayed on the device is content specific, wherein the display of said content specific advertisement comprises the steps of:

- (a) accessing a user profile associated with the user of the device;
- (b) identifying one or more of a location of the device and a time of day;
- (c) selecting one or more advertisements based on one or more of the user profile, the time of day, and the location of the device; and
- (d) transmitting the one or more advertisements selected in step [(d)] (c) to the device.

9. (Original) The method of claim 1, wherein the advertisement displayed on the device is targeted for specific users by the advertiser, wherein advertiser targeting of specific users comprises the steps of:

- (a) receiving an advertisement with user preferences;
- (b) identifying users that match the user preferences; and
- (c) loading the advertisement on devices of users identified in step (b).

10. (Original) The method of claim 9, wherein the advertisement is loaded on devices of users in real time.

11. (Original) The method of claim 9, wherein the advertisement is loaded on devices of users during a subsequent sync operation.

12. (Original) The method of claim 1, further comprising the steps of:  
enabling a user of the device to conduct business with a provider, wherein revenue from said business is shared between the provider and a server that enables access to the provider.

13. (currently amended) A method for providing content specific advertisements to mobile devices, comprising the steps of:

- (1) accessing a user profile associated with a user of a device;
- (2) identifying one or more of a location of the device and a time of day;

(3) selecting one or more advertisements based on one or more of the user profile, the location of the device, and the time of day; and

(4) transmitting the advertisements selected in step (3) to the device to enable the user of the device to interact with the advertisement on the device.

14. (Original) The method of claim 13, wherein step (5) comprises the step of transmitting the advertisements selected in step (4) in substantially real time to the device.

15. (Original) The method of claim 13, wherein step (5) comprises the step of transmitting the advertisements selected in step (4) to the device during a subsequent sync of the device.

16. (Original) A computer program product comprising a computer useable medium including control logic stored therein, said control logic enabling the placement of advertisements with interactive content on mobile devices, comprising:

displaying means for enabling a processor to display an advertisement with interactive content on a device; and

pre-populating means for enabling a processor to pre-populate at least one field of the advertisement with address location information about the user of the device.

17. (Original) The computer program product of claim 16, wherein said control logic further comprises:

forwarding means for enabling a processor to forward the at least one pre-populated field to an advertiser of the selected advertisement.

18. (Original) The computer program product of claim 17, wherein a fee is paid by the advertiser for each pre-populated address field forwarded to the advertiser.

19. (Original) The computer program product of claim 16, wherein said control logic further comprises:

    caching means for enabling a processor to cache the at least one pre-populated field on the device; and

    forwarding means for enabling a processor to forward the at least one pre-populated field to an advertiser of the selected advertisement during a subsequent sync of the device.

20. (Original) The computer program product of claim 19, wherein a fee is paid by the advertiser for each pre-populated address field forwarded to the advertiser.

21. (Original) The computer program product of claim 16, wherein said pre-populating means comprises means for enabling a processor to pre-populate at least one field of the advertisement with a user's address location information comprising one or more of the user's electronic mail (email) address, residential address, and business address.

22. (Original) The computer program product of claim 16, wherein a base fee is paid by an advertiser for having the advertiser's advertisement displayed on the device.

23. (Original) The computer program product of claim 16, wherein the advertisement displayed on the device is content specific, wherein the display of said content specific advertisement comprises:

accessing means for enabling a processor to access a user profile associated with the user of the device;

identifying means for enabling a processor to identify one or more of a location of the device and a time of day;

selecting means for enabling a processor to select one or more advertisements based on one or more of the user profile, the time of day, and the location of the device; and

transmitting means for enabling a processor to transmit the one or more advertisements selected to the device.

24. (Original) The computer program product of claim 16, wherein the advertisement displayed on the device is targeted for specific users by the advertiser, wherein advertiser targeting of specific users comprises:

receiving means for enabling a processor to receive an advertisement with user preferences;

identifying means for enabling a processor to identify users that match the user preferences; and

loading means for enabling a processor to load the advertisement on devices of users identified as matching user preferences.

25. (Original) The computer program product of claim 24, wherein said loading means comprises loading means for enabling a processor to load the advertisement on devices of users identified as matching user preferences in real time.

26. (Original) The method of claim 24, wherein said loading means comprises loading means for enabling a processor to load the advertisement on devices of users identified as matching user preferences during a subsequent sync operation.

27. (Original) The computer program product of claim 16, wherein said control logic further comprises:

enabling means for enabling a processor to enable a user of the device to conduct business with a provider, wherein revenue from said business is shared between the provider and a server that enables access to the provider.

28. (Original) A computer program product comprising a computer useable medium including control logic stored therein, said control logic for enabling content specific advertisements to be displayed on mobile devices, said control logic comprising:

accessing means for enabling a processor to access to a user profile associated with a user of a device;

identifying means for enabling a processor to identify at least one of a location of the device and a time of day;

selecting means for enabling a processor to select one or more advertisements based on one or more of the user profile, and at least one of the location of the device and the time of day; and

transmitting means for enabling a processor to transmit the advertisements selected to the device.

29. (Original) The computer program product of claim 28, wherein said transmitting means comprises means for enabling a processor to transmit the selected advertisements in substantially real-time to the device.

30. (Original) The computer program product of claim 28, wherein said transmitting means comprises means for enabling a processor to transmit the selected advertisements to the device during a subsequent sync of the device.

31. (currently amended) A method for dynamic advertisement rotation on a mobile device, comprising the steps of:

- (1) identifying a plurality of advertisements; and
- (2) downloading the plurality of advertisements to a user's device

wherein the device displays the plurality of advertisements in a rotational fashion and enables the user to interact with the displayed advertisements.

32. (Original) The method of claim 31, further comprising the steps of:

- (4) determining whether an advertisement in the plurality of advertisements has expired;



(5) removing the expired advertisement from the plurality of advertisements; and

(6) enabling display of the remaining advertisements in the plurality of advertisements on the user's device.

33. (Original) The method of claim 31, wherein step (2) further comprises the step of downloading the plurality of advertisements to a user's device in real time.

34. (Original) The method of claim 31, wherein step (2) further comprises the step of downloading the plurality of advertisements to a user's device during a subsequent sync operation of the device.

35. (Original) The method of claim 31, wherein step (1) further comprises the steps of:

(a) receiving advertisements and other materials with user preferences from an advertiser; and

(b) identifying users that match the user preferences.

36. (Original) A computer program product comprising a computer useable medium including control logic stored therein, said control logic enabling dynamic advertisement rotation on a mobile device, comprising:

identifying means for enabling a processor to identify a plurality of advertisements; and

downloading means for enabling a processor to download the plurality of advertisements to a user's device, wherein the device displays the plurality of advertisements in a rotational fashion.

37. (Original) The computer program product of claim 36, wherein said control logic further comprises:

determining means for enabling a processor to determine whether an advertisement in the plurality of advertisements has expired;

removing means for enabling a processor to remove the expired advertisement from the plurality of advertisements; and

enabling display means for enabling a processor to enable display of the remaining advertisements in the plurality of advertisements on the user's device.

38. (Original) The computer program product of claim 36, wherein said downloading means further comprises means for enabling a processor to download the plurality of advertisements to a user's device in real time.

39. (Original) The computer program product of claim 36, wherein said downloading means further comprises means for enabling a processor to download the plurality of advertisements to a user's device during a subsequent sync operation of the device.

40. (Original) The computer program product of claim 36, wherein said identifying means further comprises:

receiving means for enabling a processor to receive advertisements and other materials with user preferences from an advertiser; and

identifying means for enabling a processor to identify users that match the user preferences.

41. (currently amended) A method for displaying advertisements on a mobile device, comprising the steps of:

- (1) identifying one or more ~~advertisement(s) from~~ advertisements upon the occurrence of a trigger from a trigger source;
- (2) selecting advertisements based on the trigger; and
- (3) enabling the display of the selected advertisements on said mobile device and the interaction of a user with the displayed advertisements.

42. (Original) The method of claim 41, wherein the trigger is generated by one of a server or the mobile device, wherein the trigger generated by the server further comprises the steps of:

- waiting for a response from a user of the mobile device indicating whether the user is interested in the advertisement(s) prior to performing step (2);
- performing steps (2) – (3) if the user is interested in the advertisement(s);
- and
- waiting for a next trigger if the user is not interested in the advertisement(s).

43. (Original) The method of claim 41, further comprising the step of allowing a user to interact with the advertisement(s).

44. (Original) The method of claim 41, wherein the trigger is based on an advertisement on a sign.

45. (Original) The method of claim 41, wherein step (3) comprises the step of downloading the advertisement(s) to the mobile device prior to enabling the display of the advertisement(s) on the mobile device.